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Community Television Review

Access Eighty: The 3rd Annual
NFLCP National Convention

May 1980
\$3.00

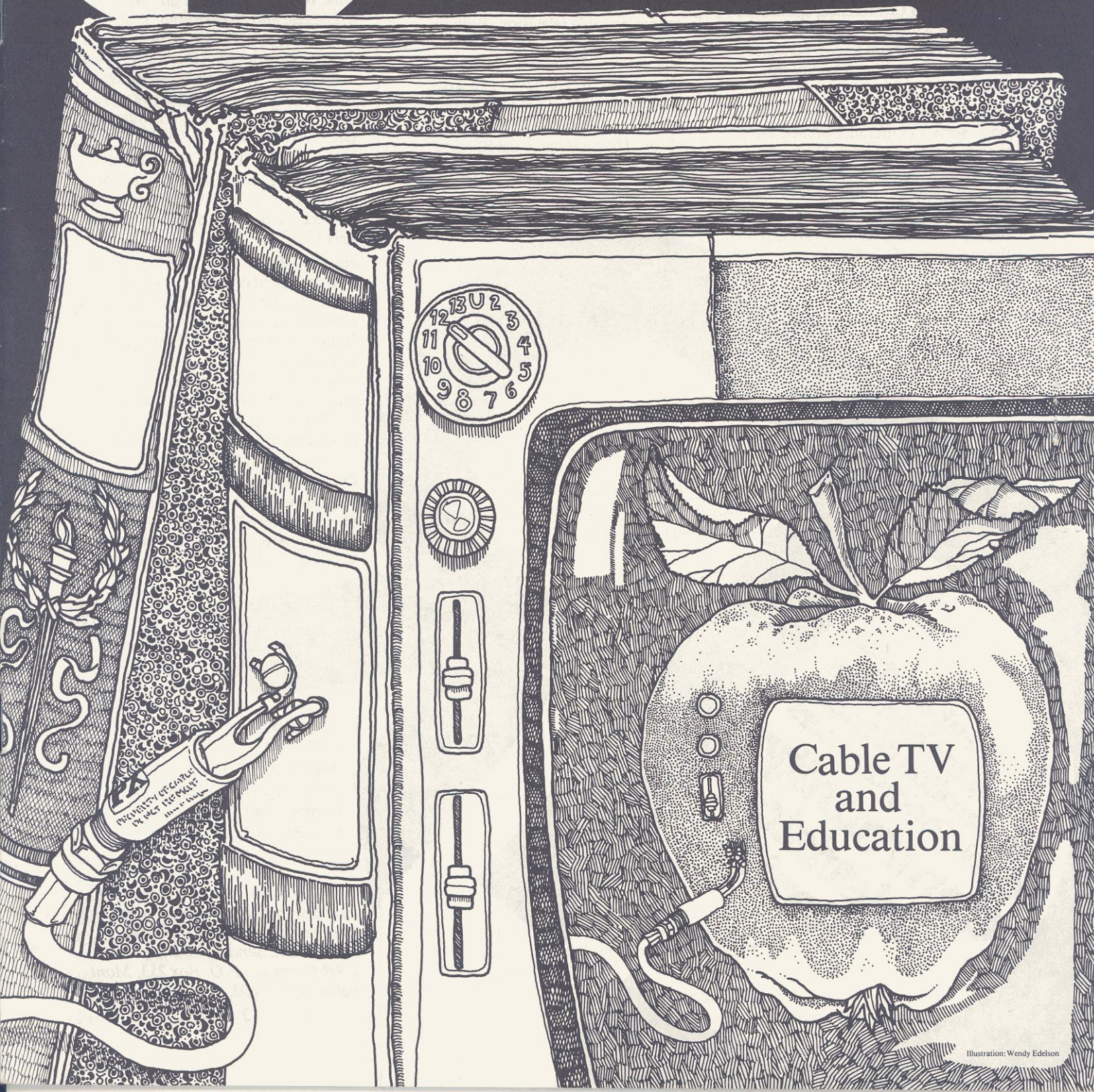


Illustration: Wendy Edelson

Calendar

May 12-14, "World Communications: Decisions for the Eighties", International Invitational Conference, sponsored by Annenberg School of Communications, University of Pennsylvania, Philadelphia. For info, write World Communications Conference, Annenberg School, U. of Pa, Philadelphia, PA 19104.

May 12-14, Fourth annual National Indian Media Conference, sponsored by Native American Public Broadcasting Consortium and American Indian Film Institute, Quality Inn, Anaheim, CA.

May 14, National Sisters Communications Service conference on liberation media, Opryland Hotel, Nashville, TN. For info, write NSCS, 1962 South Shenandoah, Los Angeles, CA 90034.

May 16, NFLCP Southwest/Southeast regional meeting, Dallas, TX. Contact: Brian Owens, (512) 476-7421 Ext 225, (512) 447-5069, or Ben Davis, (404) 874-7235, (404) 892-3600 Ext 212.

May 18-21, National Cable Television Association Annual Convention, Convention Center, Dallas, TX. Contact (202) 457-6772.

May 26-29, Canadian Cable Television Association, 23rd annual convention, Hotel Vancouver, British Columbia.

May 28-30, Visual Communications Congress, New York Hilton, Exhibits, seminars, and workshops. Write VCC, 475 Park Avenue South, NYC 10016, (212) 725-2300.

May 28-June 19, Special lecture series course on cable television, William Paterson College of New Jersey. Write Diana Peck, 301 Hobart Hall, WPC, Wayne, NJ 07470, (201) 595-2167.

June 3-7, 29th Annual Convention, American Women in Radio and Television, Hilton Palacio del Rio and San Antonio Marriott, San Antonio, TX.

June 5-6, Society of Cable Television Engineers will host a seminar on Preventive Maintenance, in cooperation with New York State Commission on Cable Television, State University of New York, and New York State Cable Television Association, at Empire State Plaza Convention Center, Albany, NY.

June 13-15, NFLCP West Coast regional conference, Community Video Center, San Diego, CA.

June 14-16, Conference on "Media, Messages, and Networking: Communicating for Social Change", George Washington University, Washington, D.C. For info, write Kathy Kinsella, Institute for Policy Studies, 1901 Que Street, N.W., Washington, D.C. 20009, (202) 234-9382.

June 25-29, NFLCP Third Annual Convention, East Lansing, MI. For info, contact Randy Van Dalsen, Public Access Coordinator, WELM-TV, East Lansing, MI.

June 29, 30, American Library Association annual conference, New York City. The conference will include a program on video as an alternative information format, with Downtown Community Video, John Alpert, and others. Other features will include a program on cable television franchising, a video festival, and an independent producers night. For info, contact Lynne Bradley, Washington, D.C. Public Library.

July 30-August 3, National Federation of Community Broadcasters fifth annual conference, WCUW-FM, Worcester, MA. For info, write NFCB, 1000 11th Street, N.W., Washington, D.C. 20001.

August 15, NFLCP Southeastern regional meeting, Atlanta, GA. Contact Ben Davis, (404) 874-7235, or (404) 892-3600 Ext 212.

August 16, 17, Cable TV. and the Arts conference, Atlanta, GA. Contact Darryl Vance, (404) 952-0353 or Ben Davis, (404) 874-7235, 874-3600 Ext 212.

If you know of upcoming conferences, meetings, festivals, screenings, or other special events, please tell us about them. Send all information to CTR Calendar, P.O. Box 253, Montpelier, VT 05602.

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**Community
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Volume 3 No. 2

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Letters...

Letter To Our Readers

These are boom times for community cable television programming. As the cable industry expands, so do the opportunities for community utilization of cable systems. As these opportunities increase, so does the need for expertise in negotiating franchises, in planning and operating access facilities, and in developing funding and utilization strategies.

This summer, in East Lansing, Michigan, everyone who is interested or involved in using cable television for community programming will have a chance to learn how it's being done and how to do it better.

The Third Annual Convention of the National Federation of Local Cable Programmers promises to be one of our best. Come share your knowledge, commitment, and camaraderie with the other members of the NFLCP.

Don R. Smith, Chairperson,
National Federation of Local Cable Programmers

Letter to the Editor

It was with great amusement and a little dismay that I read in January's CTR ("Independent Producers Reach for Alternative Distribution Outlets," by Margie Nicholson) some erroneous remarks attributed to me.

1) I would never advocate independents selling their programs for \$2.00 per minute, which in essence, is what I was quoted as saying. What I probably (it's been a long time since June '79) was discussing was the concept of using the PBS Satellite to sell a program to many different PBS stations at the same time. If an independent sells a 30-minute show to twenty stations for \$150 each, that comes out to \$100 per minute — not great, but better than what many of us now receive.

2) "Nuclear Power: The Public Reaction," the independently produced, satellite-distributed coverage of the May 6, 1979 anti-nuke demonstration in Washington, D.C. was most certainly not "produced with a 1610 camera and a 3800 deck!"

While I heartily support the idea that independents do not need Ikegami and Thompsons and BVU decks to have their programs broadcastable, "Nuclear Power..." being the first show of its kind did — and that's what was used.

Keep up the great work — CTR is looking beautiful.

Harriet Moss
The Independent Video Group, Washington, D.C.

AccessProfile

Community Video Center's Popular PACE Project

San Diego Seniors Use TV to Educate Each Other and the Community

by Rita M. Wolin
Community Video Center, San Diego

In the fall of 1974 a notice appeared in the San Diego, California papers: "Persons interested in developing community television services are invited to attend an organizing meeting...." The notice drew about one hundred people to 6225 Federal Boulevard in facilities owned by Mission Cable.

The notice did not escape the attention of the senior community which had been wrestling with a problem: lack of communication among themselves and lack of communication about their problems to others.

The Community Video Center, Inc., (CVC) a non-profit educational organization, was born. Its involvement with public access programming on channel 24, the community television station on Mission Cable, was about to begin.

Awareness of the senior community and activity on its behalf had been increasing in San Diego since the passage of the Older Americans Act of 1968. While the act mandated many services for seniors, they could not be carried out without an adequate communications network. San Diego County didn't have one.

The county had a very large senior population: over 205,000 households with at least one person sixty years of age or over. This number was increasing daily. The senior population was spread over a county larger than at least two eastern states—over 4200 square miles. Most of its seniors were born elsewhere. Some of them had come to the area quite late in their lives. This meant there were no family ties, none of the organizational affiliations found in older parts of the country. Over 44 per cent of San Diego County's seniors lived at or below poverty level income, meaning their needs for services were great.

A group of desperate, yet determined senior oriented individuals attended the organizing meeting of CVC with a single purpose in mind. How could this new organization assist in solving their problem? At the meeting they learned that San Diego is one of the most cabled cities in the United States per capita; that its interconnected cable television system with Mission, Southwestern, and other companies reached well over 200,000 county homes, with a potential audience of three quarters of a million people.

They learned that 45 per cent of the residents of San Diego City were reached by cable, that 35 per cent of seniors had cable and that cable services were increasing rapidly. They also learned about the concept of public access or community television. "Perfect!" they said to themselves.

On October 1, 1977, CVC's orientation toward the older population resulted in the start of a grant called PACE (Public Access Cable television by and for Elders.) The goal of PACE was to develop a public access communications network by and for the senior citizens of San Diego County.

Its specific objectives were:

1) to inform seniors about community television and to offer free classes in basic studio production; 2) to establish viewing sites where PACE produced programs could be viewed in social gatherings; 3) to establish learning resource centers at existing senior centers. These would include production and viewing facilities and educational and informational material on tape; 4) to be controlled by a consumer unit called the planning council; 5) to find and utilize community resources. (The grant contained no money for equipment.)

Persons 55 years of age and older were eligible to take the PACE classes and to be on the planning council. The funding for PACE came from the California Post Secondary Education Commission. The contract was with the University of California, San Diego and the Community Video Center. PACE now is in its third and final year of funding from CPEC.

The administrative headquarters of PACE were established at the University of California, San Diego. Community offices were placed at the Community Video Center. During the first year there was only one full time staff member, an administrative aid. Much of that first year was spent in organizing and in seeking out community facilities and video equip-

ment in the community which could be utilized. Most of the class room teaching, production and seeking out resources was handled by the Community Video Center. The center had been conducting these activities since its birth.

An agreement between the County Sheriff's Department and the Community Video Center led to the use of Sheriff's Department video equipment at the Downtown Senior Center, a multipurpose center situated in downtown San Diego. The first PACE classes were held in a tiny room behind the "Boutique" or senior store.

Regular CVC productions were made there also. Seniors perusing the sales counters filled with crocheted pot holders, carved wooden trains and paintings, often were swept aside by cords, playback decks, lights and cameras being dragged through the aisles. Exasperation and curiosity led them to the classroom and participation in the PACE classes.

Another agreement made during the first year led to classes and then a learning resource center being established at the Chula Vista Public Library.

Classes also were begun at San Diego High School and at Herbert Hoover High School. Productions were undertaken at the Communications Program facilities at UCSD. At these intergenerational sites initial relationships were strained and over-hearty. Later, as people discovered common interests, talents, and values, age barriers dropped away and firm friendships began. Soon the planning council was established.

During the second year of funding the PACE contract was transferred from Extension to the Communications Program at UCSD. Three full time staff members were hired for administrative aid, production directorship and community relations. Additional classes were begun at Palomar College in north San Diego County; the La Mesa Recreation Center in East County; and the Jewish Community Center in mid-city San Diego. Sites generally were chosen where production equipment was available.

Since PACE-trained seniors were available, heavy emphasis was placed on production during the second year. A series of public meetings kept the project alert as to the senior needs and wants in the way of programs.



PACE students learn to operate video camera which they use to produce senior-oriented programming.

Over thirty one-half hour programs were made during the second year in the color studio at UCSD. Communications students quickly took to PACE. They were willing to serve the program in any capacity.

Nevertheless PACE piled up a notable record during its second year. A regular weekly one-half hour program called "Senior Spotlight," was begun on Mission Cable's local channel, 2C, on Sunday afternoons. Two programs produced by PACE were aired by KPBS Channel 15, the Public Broadcasting Station. Arrangements were made for PACE's two and one-half hours of Channel 24 programming to be shown on Southwestern Cable's public access channel and on Escondido Times Mirror Cable.

PACE programs were placed in the county library audio visual department on various types of tape to be checked out by subscribers. The PACESETTER, a monthly newsletter, was begun, through the efforts of UCSD students and PACE volunteers. Where no cable facilities were present seniors watched PACE programs through the use of replay equipment furnished through PACE and CVC. PACE also produced one live television talk show on Mission Cable 2C.

As of December 1, 1979, PACE has produced over forty one-half hour programs. It has trained 200 seniors in basic studio production. The total training time amounts to 6000 hours or more. Classes run nine weeks at three hours a week. Over 15,000 senior viewers have watched PACE programs on public access, Mission Cable 2C, KPBS and through replay.

Additionally, two dozen broadcast quality public service announcements have been made for non-profit agencies. Forty demonstration projects have been given. Two more PACE programs have been selected for viewing by KPBS.

A recent PACE research project indicated that 10,000 seniors have watched PACE on public access and that 21,000 persons on the whole have watched PACE. Cable service distribution is increasing rapidly in San Diego County, thus increasing the audience potential.

Program topics include oral history, consumer information, legal services, adjustments to aging, arts, sports, advocacy and health. Issues and problem-solving are preferred topics.

The low cost factor of CVC/PACE programs is an essential factor in determining the value of the services. The total budget for PACE during its first year was \$83,000. The second year's budget was \$77,000. For the last year the budget is \$35,000.

The Community Video Center and PACE are now merging into a single organization with one administrative level. PACE's planning council has become an advisory group to the Community Video Center's support committee.

Other narrowcast programming, based on the successful example of PACE, is being planned. There's no doubting that PACE has had a great effect on the senior community, on the electronic media and on community television.

Advocacy Update

NFLCP Members' Comments Exhibit Experience, Broad Base Concerns

FCC Petitioned to Require Local Origination

by Paige Amidon
NFLCP Advocacy Coordinator

The NFLCP Advocacy Committee sent out an Advocacy Alert to all NFLCP members in the Fall of 1979, concerning a petition before the Federal Communications Commission (FCC) to require cable television systems with 3,500 or more subscribers to provide local program origination (L.O.).

This petition to initiate rule-making, RM 3430, was filed by the Office of Communication of the United Church of Christ (UCC) and the Consumer Federation of America (CFA); and basically requested the FCC to reinstitute the 1969 local origination rule.

The petition also included a provision so that a cable operator could maintain an access-type channel in lieu of engaging in program origination.

I am happy to report that in addition to the NFLCP comments which I filed, 18 individuals and organizations filed comments in support of the petition.

The petition to reinstitute the local origination rule gains importance when it is examined in conjunction with the recent Supreme Court ruling on *Midwest II*. While this decision held that the FCC does not have the jurisdiction under the Communications Act of 1934 to mandate public access, the Court did go out of its way to note that a "less intrusive access regulation" might be appropriate under the first amendment.

The Court also commented that the 1969 origination rule did not abolish the cable operators' control over the composition of their programming as did the access rules; it merely compelled operators to assume a more positive role in this regard. Therefore, it appears that the proposed origination requirement would provide a judicially approved alternative for cable to fulfill the goals contained in the access rules which the *Midwest II* decision invalidated.

The petition submitted by the UCC and the CFA to institute the L.O. rule was premised on the same basic principles as the NFLCP Advocacy Platform; freedom of speech, diversity of programming, localism and the decentralization of media.

The 18 geographically dispersed responses reflect the knowledge and experience which individuals and organizations involved in local programming have acquired over the past decade. I would like to share some of these comments with you.

Jan George for the Eau Claire Public Access Center strongly advocated the establishment of local origination requirements, "We feel that this is the very least action the FCC can take to protect some measure of public entry into the cable TV medium. But action in regard to this petition is not enough... Legislative interpretations of the First Amendment have provided freedom of the press for the owners and employees of the press, **BUT NOT FOR THE PEOPLE.**"

Drew Shaffer of Iowa City also expressed the sentiment that the petition did not go far enough, specifically in the area of requiring L.O. facilities.

While Peter Brown, of Montpelier, VT; Speranza Avram for Open Channel of Capitola, CA; and Charles Thomley from McFarland, WI all cited the need to lower the number of subscribers required to initiate the regulation. Peter Brown stated, "Vermont has 48 systems, but only five have 3500 or more subscribers. Lowering the number from 3500 to 2500 would increase the number of local channels 300 percent. The financial burden upon system owners would not be that great..."

The fact that the local origination requirement would foster diversity of programming was expressed by almost everyone commenting.

Judith Carrington cited, "The National Cable Television Association retained the Peter D. Hart Research Associates to study urban cable needs.

"This study's most important finding was that there is significant urban interest in cable when it provides a "package" of services — including pay channels with movies, sports oriented stations brought in from other cities and *local public affairs and neighborhood channels*; **BUT CABLE BECOMES LESS ATTRACTIVE OVERALL WHEN ANY ONE OF THOSE SERVICES IS MISSING.**"

Tom DeWitt for the Albany Community Video Project, Albany, NY, mentioned yet another dimension of diversity; "We trust that the Commissioners recognize that local cable programming is the training ground for users of telecommunications in areas of self expression. Although the Commissioners may believe that market forces will result in local origination, there are indications that satellite super stations propelled by a sudden influx of advertising revenue will crowd local origination out of many cable systems. If citizens are going to become conversant in producing video, their access to cable television through local origination ought to be encouraged."

Several respondents from the Tarrytown, NY area stressed the need for a L.O. requirements to foster localism. Nancy Bicknell commenting for Westchester Community Television stated: "Americans rely on television for a variety of information, but that information is limited unless it links all segments of our society. Here in Westchester, we are linking those segments by allowing the community direct involvement in the television process through cable T.V."

Maria Montero of the Warner Library in Tarrytown said they will soon begin using cable television "to help generate interest, to inform and share our work, and as a tool to gain new information for our project."

Access

While Joan Gordon of the Literacy Volunteers of the Tarrytowns stated that they have begun using cable and "look forward to it being an extremely useful asset in reaching out to those who need help..."

Speranza Avram of Open Channel commented on the need for a local outlet; "In Santa Cruz County, California, there are no local broadcast channels. Local Cable Origination provides the only means by which residents can receive information on local events and concerns."

Concern for the consumer and the community was expressed repeatedly. One of these comments came from Harriet Moss for The Independent Video Group in Washington, D.C.

"The Independent Video Group believes that cable television is a community resource and should be looked upon as such. Both local origination and public access are the least a cable operator should be required to provide for the community in which he/she is granted the privilege of doing business."

Another of these comments came from Mary Brady for the Madison Community Access Center in Madison, WI. "As a grass roots community organization we feel that a local origination requirement for cable television systems is appropriate and beneficial to the consumers of cable television. With a minimal financial commitment by the cable company, we have found that community involvement is easily generated."

While supporting the petition, reservations were expressed by Carolyn Perkins of Sacramento, CA:

"No doubt, if the 1969 requirement is reactivated, there will be some systems which load up on equipment (or dust off the cameras in the storage closet) and begin local origination. But if the only motivation is regulatory, what will sustain those initial efforts, and to what extent will they be successful in actively involving the community?... Thus while the Commission can mandate local origination, it cannot mandate the model. L-O channels allow for community participation; whether they will actually encourage participation is another question."

The petition from the UCC and CFA also included the provision that the Commission could allow cable operators to maintain an access-type channel in lieu of engaging in program origination. This would allow a cable operator to provide local origination, public access or a combination of both.

Since the Supreme Court decision on *Midwest II*, the reinstatement of the L.O. rules is the most we can hope for from the FCC. However, as of this writing the Commission has not responded to this request for rulemaking and it seems unlikely they will, given the popularity of deregulation in Washington.

This leaves the development of public access and local origination provisions squarely in the hands of the state and local governments, at least for the foreseeable future.

Latest Van Deerlin Bill Contains No Cable Provisions

Rep. Lionel Van Deerlin (D-CA) has introduced a common carrier bill, H.R. 6121, that has no cable provisions. Trying to avoid opposition which killed his previous two bills, Van Deerlin has announced that he will fight any attempt to attach cable amendments to the common carrier bill.

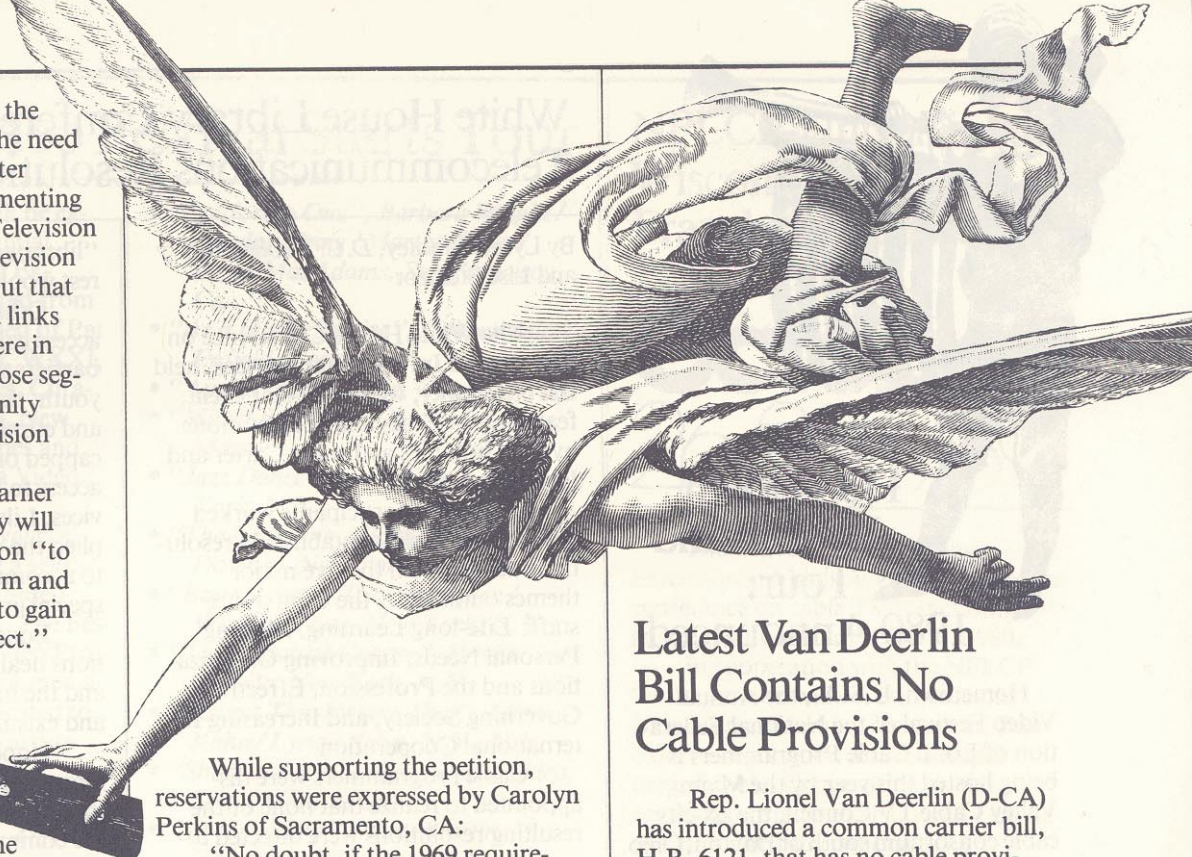
Based on the previous two Van Deerlin bills and their treatment of issues impacting community television, NFLCP advocacy chief, Paige Amidon, expressed relief that he has decided to streamline this bill to deal only with common carrier issues.

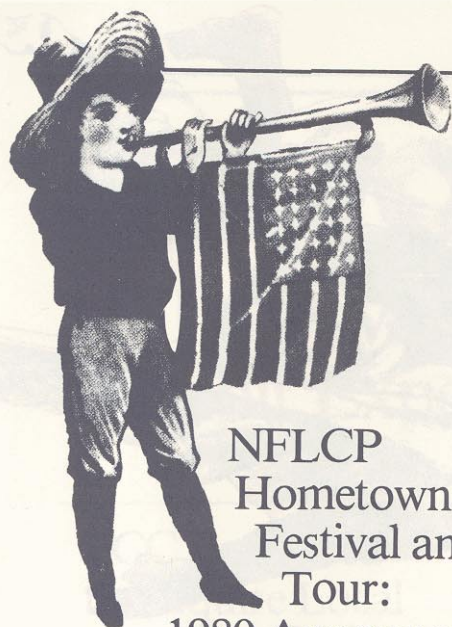
Federal legislation which the NFLCP would like to see introduced gives the Federal Communications Commission the authority and guidelines to institute minimum local access standards.

New York Proposes Access Rules

The New York State Commission on Cable Television, at the end of December released a proposed rule-making to institute public access rules in New York State. To obtain a copy, or to comment on the rules contact:

Don Buckelew
State of New York
Commission on Cable Television
Tower Building -
Empire State Plaza
Albany, New York 12223
(518) 474-2212





NFLCP Hometown Festival and Tour: 1980 Announced

Hometown, U.S.A., the Annual Video Festival of the National Federation of Local Cable Programmers is being hosted this year by the Miami Valley Cable TV Council, the six-city cable consortium south of Dayton, Ohio.

Hometown, U.S.A. '80, is open to any community (non-commercial) or independent video producer working in half-inch reel-to-reel, half-inch BETA, half-inch VHS or three-quarter-inch cassette formats, black and white or color. To be eligible, tapes may not have been entered in a previous Hometown Festival.

All entries must be accompanied by an entry form with the following information: title, category, original format, length, date produced, names and signatures of producers, organization name (if any), address, phone number, and content description in a brief paragraph.

Signatures on the form gives the NFLCP the right to distribute the tape through the Hometown U.S.A. '80 Bicycle Tour for two years.

Categories for entry are: **Public Affairs** - Community, international, health, consumer, historical, etc.; **Special Audiences** - senior citizens, children, handicapped, sports, gays, bilingual, religion, etc.; **Women and Minorities**; **Education**; **Arts/Culture**; **Experimental**, and **Entertainment**.

Entries must be postmarked no later than May 30, 1980 and tapes, entry forms and a \$5 non-refundable entry fee must be in our hands by June 6, 1980.

For more information, contact: Dave Womeldorff, Miami Valley Cable TV Council, c/o Barnes Community Education Center, 3700 Far Hills Ave., Kettering, OH 45429, 513-298-7890.

White House Library Conference Lacking Telecommunications Resolutions

By Lynne Bradley, *D.C. Public Library* and Lise Steinzor

The White House Conference on Library and Information Services, held last November, was an all-star event, featuring speeches and presentations by such notables as Jimmy Carter and Ralph Nader.

Over 3000 participants worked around the clock to establish 34 resolutions dealing with the five major themes outlined by the Conference staff: Life-long Learning, Meeting Personal Needs, Improving Organizations and the Profession, Effectively Governing Society, and Increasing International Cooperation.

Cable programmers were disappointed to realize that none of the resulting resolutions were directed toward media, video or cable services. The word "telecommunications" was used only once in a resolution on postal and phone rates, while the resolutions dealing with questions of technology referred almost exclusively to computers.

However, the Conference resolutions were emphatically supportive of the concept of access in libraries and information services.

One resolution called for a national information policy to ensure that government agencies work so that "all citizens have equal and full access to publicly funded information services." The resolution demanded that citizens should not be restricted from access to information through the use of fees, as well as reaffirming "local control over the selection and purchase of library materials."

Alas; if only we could simply substitute the words "cable television" for

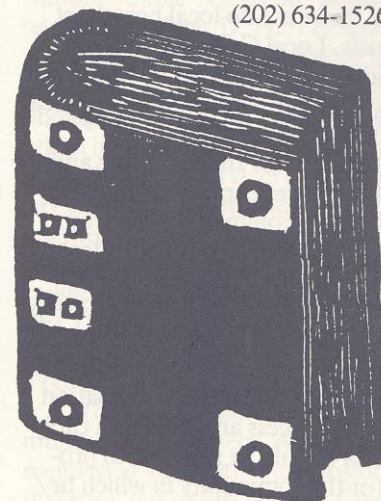
"libraries" and "information," the rest would be gravy.

Other resolutions dealing with access called for the elimination of all barriers which separate children, youth, the aged, homebound, racial and ethnic minorities, physically handicapped or emotionally disturbed from access to library and information services. Likewise, these resolutions implied the use of many kinds of media to accommodate the needs of special groups.

Equally important were resolutions dealing with access to networking, and the interconnection of developing and existing networks.

Hopefully, the impact of the Conference and its resolutions, whatever they may be, will serve to emphasize the common interests we all have in access, and the connectedness of differing forms of media.

For a copy of the complete text of the resolutions, contact Vera Hirschberg, White House Conference on Library and Information Services, Suite 601, 1717 K Street, N.W., Washington, D.C., 20036, or call (202) 634-1526.



Michigan Educators Learn About Cable

On April 1, 1980 the Telecommunications Division of the Michigan Association for Media in Education (MAME) held a one day regional conference entitled, "Cable TV: The Future is Now."

The conference, held at the Wayne County Intermediate School District Conference Center, was keynoted by Nicholas Johnson, former FCC

Commissioner. A panel discussion followed with Johnson, Sue Miller Buske, National Coordinator of the NFLCP, an NCTA representative and others.

Interest sessions covering such topics as production and programming, designing studio facilities, franchising and federal grants were held in the afternoon.

6th Ithaca Video Festival Starts Tour

The work of 19 artists will be exhibited this year in the 6th Annual Ithaca Video Festival Touring Exhibition. The tapes were selected from 372 entries by a panel composed of Pat Faust, Head of Programming, WXXI, Rochester, N.Y.; Anne Volkes, Curator, Anthology Film Archives, New York City; Philip Mallory Jones and Gunilla Mallory Jones, Ithaca Video Projects.

The Annual Ithaca Festival is a touring exhibition, presenting a selection of the finest independent video produced in the United States. The Festival is a program of Ithaca Video Projects, an independent non-profit media production center, and is dedicated to promoting professional video artists and their work.

The tapes to be exhibited are:

- "Advanced Riding Bowls", Alan Powell / Connie Coleman, Philadelphia, Pa.
- "Electronic Masks" & "By the Crimson Bands of Cyttorak", Barbara Sykes / Tom Defanti, Chicago, Ill.
- "The Breakfast Table", Anita Thacher, New York, N.Y.
- "Bikers' Wedding", Lyn Tiefenbacher / Dave Pentecost, N.Y., N.Y.
- "Bad", Steina, Santa Fe, New Mexico
- "Chott el-Djerid", Bill Viola, New York, N.Y.

- "California One", Barbara Wright / Gordon Craig / Martha Olsen / Lewis MacAdams, San Francisco, Ca.
- "As a Public Service", Collectivision, Enfield, Conn.
- "Apples", Peer Bode, Owego, N.Y.
- "Mixed Bag", Bill Charette, Lynn, Mass.
- "Jazz Dance", Doris Chase, New York, N.Y.
- "The Laughing Alligator", Juan Downey, New York, N.Y.
- "Bound Feet", Tom Freebairn / Winston Tong, New York, N.Y.
- "The Exquisite Corpse", Ernest Gusella, New York, N.Y.
- "Instant This-Instant That", Ellen Kahn / Lynda Kahn, N.Y., N.Y.
- "Shutters I & II", Kathryn Kanehiro, Santa Monica, Ca.
- "At the Dump", Mimi Martin, Towanda, Pa.
- "Tapes", Piet Marton, Los Angeles, Ca.
- "Water, Wind and the Record of the Rocks", Laurie McDonald, Houston, Texas

The Annual Ithaca Video Festival is sponsored by Ithaca Video Projects, with support from the National Endowment for the Arts and the New York State Council on the Arts.

NFLCP-University of Wisconsin Set Franchising Conference

October

26-28, 1980

The University of Wisconsin-Extension in Madison will co-sponsor a conference on cable TV franchising and regulation October 26-28, 1980.

In cooperation with the NFLCP the conference will cover municipal franchising, on-going regulation, franchise re-negotiation and municipal uses of cable. Cooperating on the conference will be the National League of Cities, the International City Management Association and the American Library Association.

Members of the NFLCP are invited to participate and will be given a discount in registration costs. A steering committee from the Federation is currently structuring the agenda.

For further information or to help on conference planning contact: Barry Orton, at the University of Wisconsin-Extension, 610 Langdon St., Madison, WI 53706, (608) 262-3566.

Westchester Schools Form Consortium to Explore Cable Uses

by Dr. Joel Persky
College of New Rochelle / Iona College

In October of last year a three day Cable Television Conference was held in Bronxville, New York. It was sponsored by the Southern Westchester Cable Television Consortium, an organization formed by the Superintendents of Schools of Bronxville, Eastchester, New Rochelle, Pelham, Scarsdale, and Tuckahoe as well as the College of New Rochelle and Iona College.

The Conference had five general objectives:

- 1) To ascertain the maximum technological capabilities of cable networks.
- 2) To explore the teaching-learning potential of electronic transmission, storage and retrieval. This would include futuristics and consider all segments of our society.

3) To explore the man / technology interface as it relates to the objectives and programs currently in operation in our schools and as they might be in the future and its effect upon students, staff and parents.

4) To explore the opportunities, advantages and disadvantages of electronically linking municipal governments together.

5) To make plans for future implementation in relation to possibilities resulting from this workshop.

More than 50 people from local government, public and private schools, government agencies, and elected officials attended the Conference. They were addressed by a dozen experts, both in person and via teleconferences, from throughout the

country. The Conference was financed by grants from the Exxon Education Foundation and the Hearst Foundation.

The Conference was successful beyond our expectations. The information presented and the ideas discussed proved invaluable to those of us who are trying to deal with the sudden introduction of a cable television franchise in our communities.

We are now in the process of incorporating our Consortium and applying for a planning grant to get it off the ground. Once fully established the Consortium will help the schools (secondary and College, private and public) in our area work effectively with this new medium of communication — Cable TV.

There is available a Summary Report of the Conference. Please contact the author for the details.

Overview

East Lansing's Six Access Channels: A Model of Community Involvement

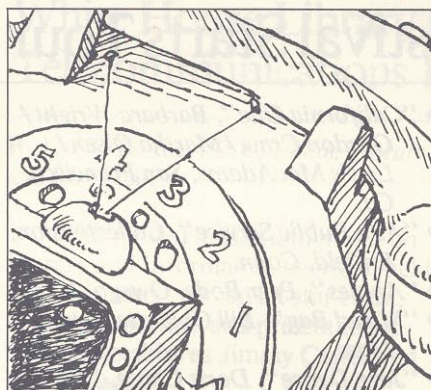
East Lansing, Michigan, host of this year's NFLCP convention, is well known for its high level of community awareness and involvement in cable access.

In accordance with the city's thorough cable ordinance and franchise agreement, six channels on the cable system are dedicated for access purposes: one each for city government, public schools, the public library, and public access, and two for Michigan State University.

Taped and live programming is presented on these channels for a total of about 140 hours weekly, in addition to character-generated information on most of them 24 hours a day.

National Cable Company, a subsidiary of United Cable Television Corporation, has operated the system since 1974. Six thousand East Lansing households currently subscribe to cable TV here.

The following are profiles of the various access centers in East Lansing.



Public Access Channel

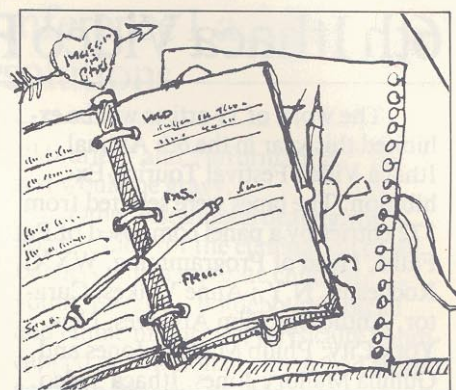
Channel 11 on East Lansing cable is designated solely for public access users. We currently telecast six nights per week for a total of about 35 hours. Hundreds of volunteers now produce over 100 programs each month, including a daily newscast, many public affairs discussion shows, comedy, drama, a wide variety of local sports events, political debates, music, and many which defy categorization.

Videotape formats include ½" reel-to-reel, ¾" cassette, and Betamax. Equipment availability is strictly first-come, first-served, and there is no charge made to the user. Free TV production courses are also offered continuously.

The use of the access center has continued to grow through the years. In 1975, 225 original programs were produced. This total ballooned to 960 in 1977 and soared to over 1200 last year. During our five years of operation, portapacs have been checked out over 2000 times; the studio has been used on more than 4000 occasions.

Telephone surveys have been conducted in each of the last three years by the Michigan State University Department of Telecommunication to determine the channel's viewership. We now know that three-fourths of the cable subscribers are aware of the programming on the channel. A number of WELM-TV's series-type programs have weekly audiences of over 5 percent of all subscribers, even though there are 24 other channels currently available and half of those are broadcasting stations!

The belief that hardly anyone cares about public access to cable television won't find much support in East Lansing!



School Channel

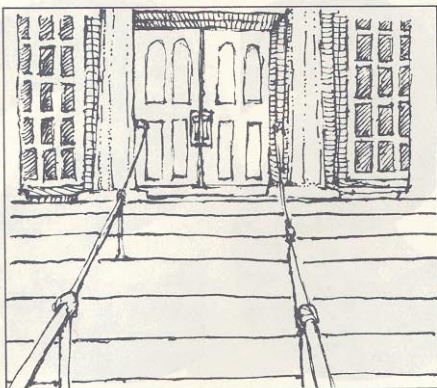
... "You can tune to channel 24, day or night, for updates on school news and information" ... is heard as one of the high school student aides prepares a sign-on cart.

In another part of the room, a student producer briefs his all-student crew on how the program they are about to tape will open. Exceptional students? Perhaps. Yet, given the opportunity for hands-on experience in this loosely-structured learning environment, most are "bitten by the bug" and try to learn as much as possible about TV production.

Two full-time employees are there to oversee the experimentation and maintain the facility. High school students can participate via the radio/TV course offered, or less formally by participating in the video club after school hours.

Besides offering an exposure to television for the high school students, channel 24 also serves as the school district news and information channel. Receiving funding directly through the public relations office, the staff spends the majority of its time videotaping on-location (or in the black and white studio) people and events around the district. Cablecasting takes place each evening. Otherwise, there is a 24-hour character generator with 16 pages of school district information, continuously updated.

Another use of the channel is currently being investigated. The East Lansing school district is very conscious of teacher in-service training and a special grant has been applied for to enable the production of videotapes to serve this purpose.



City Government Channel

As part of a large metropolitan area East Lansing often experiences a void between the kind of local everyday media coverage we need in order to reach our citizenry and the coverage we actually receive.

How can a city fill this vacuum? In East Lansing we use government originated cable programming on channel 22.

The government channel is used as an informational tool to increase community awareness of city services, resources, activities and policies. The government channel supplements city-related information that is available through commercial television and other media sources.

Since 1974 the government channel has provided printed messages to residents 24 hours a day. This service ensures residents a direct link with City Hall. A few minutes of viewing each day will let them know what is on the Council agenda, what street maintenance programs are scheduled or if a new signal has been installed.

Also, every City Council meeting is cablecast "live", which gives residents a choice of attending Council meetings in person or watching them on television. A recent cable viewership survey shows over 18 percent of our cable subscribers choose to watch Council meetings over the government channel. Some of our residents see the advantages of both like the gentleman who was watching the Council meeting on cable, became interested in an issue being discussed, and rushed to the Council meeting in time to speak at the public hearing.

The government channel also produces and cablecasts original cable shows. One of our most successful programs was used to explain an average 12 percent boost in homeowner assessed value.

More recently, the City has produced programs on election issues, City Council Candidates, City programs and services, as well as other topics that citizens have expressed a desire to know about.

There are many reasons for a communication gap in any community. Some of them we have control over; others we do not. The Government channel offers our community a realistic approach to closing our communication gaps.



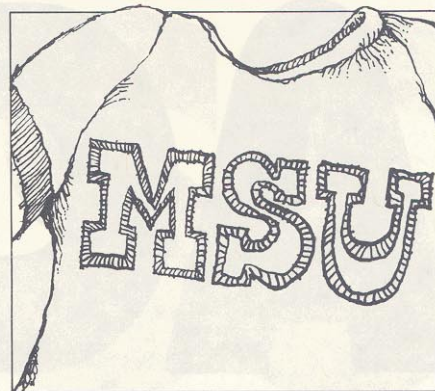
Library Channel

Tune in, and watch Michigan State University poets read and discuss their poetry. Eavesdrop on a story hour featuring an African story teller. Or perhaps you'd prefer "Old Times: East Lansing Remembers" where prominent members of our community who remember the events and achievements of a younger East Lansing share their memories.

The library channel offers extended library reference and information services and at the same time increases community awareness of the library through cablecasting.

The library houses all library and government videotapes in addition to a number of other locally produced tapes in a special collection for patron viewing. The service allows persons without cable service to enjoy locally produced cable programs.

The library also provides 24-hour printed messages highlighting library activities, services and upcoming programs.



Michigan State Channels

With the development of a commercial cable system in East Lansing, during the early 1970s, Michigan State University sought and received access to two cable channels (19 and 20).

A selection of courses totaling 100 hours per week is now distributed through this system to the community. Interconnections with the recently developed cable systems in Lansing and Meridian Township have provided further distribution of these two channels to the larger Lansing metropolitan area.

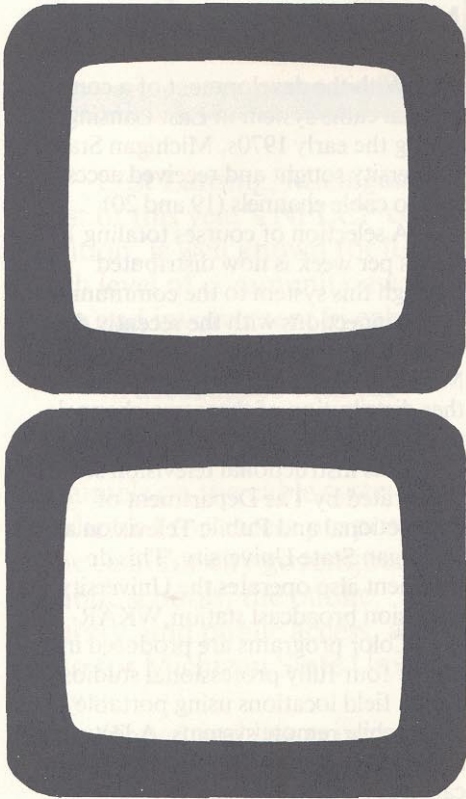
This instructional television service is operated by The Department of Instructional and Public Television at Michigan State University. This department also operates the University's television broadcast station, WKAR-TV.

Color programs are produced in any of four fully professional studios and in field locations using portable and mobile remote systems. A lecture auditorium is equipped with color cameras for live color distribution to campus classrooms and community homes via the interconnected cable network. Recordings of studio produced programs and of the televised lectures are also repeated on the system.

Repeated distribution of instructional programs provides students with greater scheduling flexibility in a term and the opportunity to see their course materials a second time.

The ITV division produces a wide variety of programs to satisfy the instructional needs of students and faculty. Many programs are illustrated lectures but ITV personnel have gone as far as New York and Washington to gather video material for instruction. Subjects range from accounting to zoology and programs may contain dramatic vignettes, live microscopic studies, farm and wilderness situations, business experiences and interviews with national authorities in addition to the didactic presentation of information.

ACCESS



East Lansing, Michigan Invites
you to.....

ACCESS EIGHTY

The 3rd Annual NFLCP
National Convention

June 27-29, 1980

The decade of the 1980s should prove decisive for access communication. By 1990 access will either be a significant cultural factor or it will probably disappear. If access disappears it will be our fault.

The NFLCP is wholly dedicated to the *success* of access and has designed a highly positive program for its first convention of the decade. We want to lead access and community communication to maximum benefits for the widest spectrum of users.

Access Eighty will inform those new to cable as well as people born in a television studio. We have carefully planned workshops on everything from cable industry access development to future production hardware; from new dimensions in programming to audience measurement techniques; from levels of government regulation to censorship.

If you have an interest in community cable development you should attend Access Eighty.

Over 20 Workshops Including:

Community Access: The Industry Perspective

- Cable Industry Panelists Speak Out On: How does cable's approach differ from broadcasting?
- Access or Local Origination?
- Who Should Pick Up the Tab?

Censorship-Editorial Control: Case Histories

- "Anything Goes" or "Good Taste" — Where do you draw the line?

Franchise Bidding Contests, Renewals and Amendments

- How Do You Evaluate Access and Local Origination Programming Proposals?
- How Can You Improve Existing Systems?

Shopping for Production Equipment

- What to Ask Suppliers
- What Suppliers Need to Know

ACCESS

Access Eighty

Convention Highlights:

- Satellite Telecasts of Selected Convention Sessions
- Appearances of Key Industry Decision Makers
Including National Cable Television
Association Officials
- Premiere Screening of 3rd Hometown U.S.A.
Video Festival
- Guided Tours of Local Access Centers
- Hardware and Info Displays

Plus:

- Local State and National Regulatory Issues
- New Dimensions in Programming
- Kids and Community TV
- Audience Measurement
- Copyright: ABC's for the Producer
- Starting, Managing and Funding Access Centers

And much, Much More!

Sponsored By:

- National Federation of Local Cable Programmers
- National Endowment for the Arts

Convention Planning Committee:

- East Lansing Cable Communications Commission
- National Cable Company
- City of East Lansing
- Michigan State University
- East Lansing Public Schools
- East Lansing Public Library

Reply Form

NFLCP Convention Planning Committee:

City of East Lansing
410 Abbott Road
East Lansing, MI 48823

Fees: NFLCP Members \$55
Non-Members \$70
NFLCP Membership plus registration \$70

☐ Yes! Send me the registration brochure

Name _____

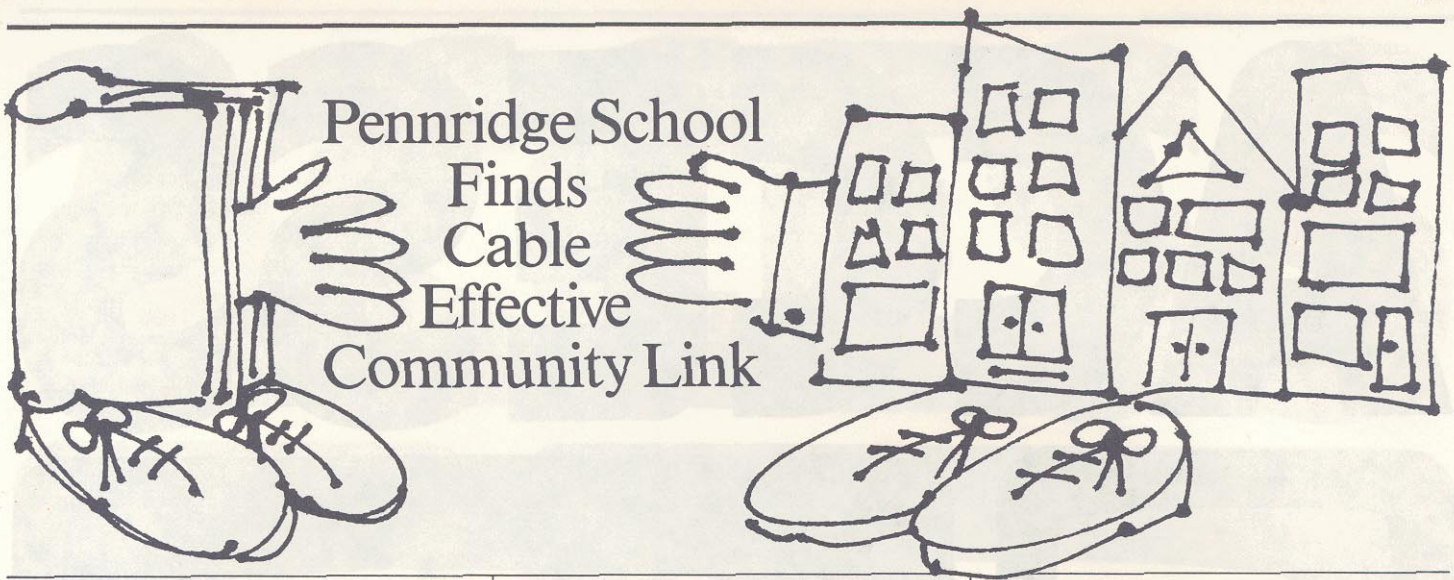
Address _____

City _____

State / Zip _____

☐ NFLCP Member

☐ Non-Member



The announcer leads the cameraman (they are both high school students) out of the studio to a makeshift darkroom set up in an adjacent audio booth. The announcer knocks on the door and students attending the Media Center's adult evening photography course are soon displaying their first darkroom efforts to the Perkasio-Sellersville community via channel 8 on Pennridge Cable TV. In a few minutes a local minister and a staff member of the local mental health agency are in the studio interviewing one another about their newly found and shared interest in photography. Their conversation is seen live by local cable viewers.

The scene described above was one of the first cablecasts, in March, 1976, by what is now Pennridge Community Video. "PCV" is the result of the collaborative efforts of Pennridge Cable TV and the Pennridge School District, through the district instructional materials center, known as the Center For Experiencing Media.

The collaboration began with the happy coincidence of the construction of a new high school building, containing the new media center, complete with television studio; and the revitalization of the local cable TV franchise. Dr. William E. Kevim, District Superintendent; Ted Wachtel, then District Media Coordinator; and Gerry Lenfest, the cable company owner; all saw the potential inherent in providing a cable access point in the new studio, making it the origination point for local programming over the cable.

Several advantages to such an arrangement are immediately apparent. The school district becomes involved with the community in a new and intimate way, at a time when it is experiencing criticism for being isolated. High school students are given a chance to learn video skills and then put them to use in order to learn about the community and to participate in a real community service: presenting public access programs. The community gains access to a new communications technology and receives a tangible return on some of its tax dollars.

When the new school opened in September, 1975, a new course for high school seniors was instituted, called Telecommunications and Community Affairs. Federal funds were used to purchase a portable video unit, a ½" video editing deck, and some other items to supplement the rather aged video equipment already owned by the district and to provide a basic studio set-up.

"Telecom" students learn television production techniques that they employ to produce videotape productions about the local community. In the one and one half years of the course's existence, its students' productions have included documentaries on the Penn Foundation For Mental Health; Today, Inc., a drug and alcohol abuse treatment center for teenagers; Bucks County parks; the local judiciary system; the county Manpower office; and teenage alcoholism; as well as numerous short productions on various subjects, interviews and public service announcements. These tapes have been shown on the cable and Telecom students have provided the core of the volunteer student production staff for Pennridge Community Video.

In March 1976, the first cablecasts originating from the high school began with productions by Telecom students. Cablecasts ran from seven to nine o'clock on Monday and Thursday evenings. Since that time cablecasting has expanded to four nights a week (approximately 10 hours of programming).

About 30 students commit varying amounts of time and effort to Pennridge Community Video as "staff" people. (Roughly 660 students throughout the district used television in some, if at least minimal, way during the fall, 1976, semester.

Programming includes all home high school sports events (except in the spring when a heavily overlapping sports schedule precludes taping every event), a regular school news program, a video music / entertainment column, regular appearances by the area's governmental representatives on "What's Happening in Harrisburg" and "The Word From Washington," coverage of local elections, school board meetings, community events, and entertainment by local talent.

After one year of operation Pennridge Community Video began to establish itself as a worthwhile addition to the school and community. As it continues to improve and overcome initial criticism (an unnecessary frill; a potential free speech troublemaker), Pennridge Community Video hopes to expand its outreach efforts throughout the school district and the community, to make more people aware of the benefits of local video access and to increase its use by local individuals and organizations.

The Pennridge community has only begun to realize the potential of Pennridge Community Video.

Spokane Educational Consortium Puts Five Local Channels Into Gear

In Spokane, Washington, schools are programming five cable channels. These efforts grew out of a project funded by the Corporation for Public Broadcasting to KSPS-TV to research the viability of becoming a "telecommunications center." KSPS is owned and operated by Spokane Public Schools.

The following information was provided CTR by Maureen Hathaway who was the Telecommunications Project Director and who now serves as Cable Manager of the five educational channels. Hathaway was a featured speaker at the Educational Uses of Cable TV Conference September 25-26, 1979, at the UW-Extension in Madison, Wisconsin:

"In 1974, the FCC approved an allocation of five educational access channels, a health channel and a city government channel on the Cox Cable System of Spokane, Washington. The Cox Cable System is a 35-channel capacity system of which 20 channels are currently in use.

"The actual programming and equipment purchase for the first two cable channels began in March, 1977. The third cable channel became active September 1, 1977, and the programming of the city government channel began a year ago July.

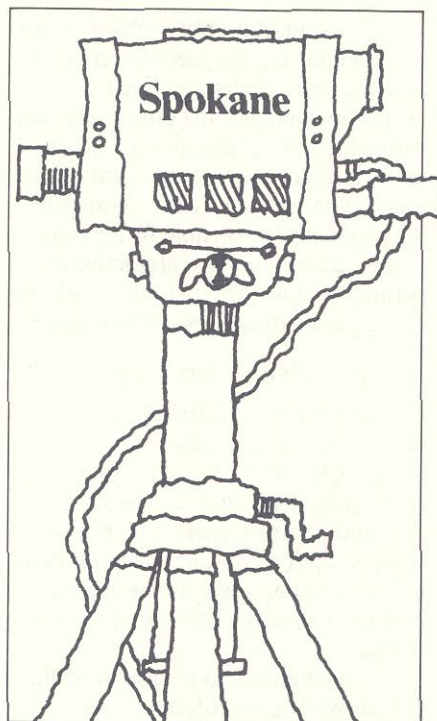
"The FCC would not let just one entity operate the five educational channels. In order to avoid the high cost of competitive and duplicating services, Spokane area educational institutions (public and private schools, higher educational institutions and public libraries) formed a consortium which concerns itself with technology, programming, financing, personnel facilities and promotion. The consortium was entitled 'CABLE' (Cable Advisory Board for Learning and Education).

"Spokane School District programs five of the educational channels from 8:00 a.m. to 3:30 p.m. each weekday. Local colleges continue the remainder of each day's programming until 9:30 p.m. There are also broadcasting facilities of various capabilities in the public and private schools throughout the Spokane area.

"The eventual linking of these into an efficient cooperative system not only offers possibilities for expansion of facilities at less cost than new construction or purchase, but allows an attractive and versatile range of resources for originating programs, training, etc.

"Since the City of Spokane is the only community in the U.S. to request and be awarded five educational cable television channels by the FCC (with the possibility of receiving more), the channel abundance that cable television makes possible is an exciting opportunity for Spokane.

"The cable company, after 24 months of operation, has more than 20,000 subscribers which represents 70,000 people, a 45 percent saturation of homes. This is anticipated to grow to over 450,000 people as the cable is dispersed throughout the city and Spokane County.



"The Spokane School District has provided approximately \$80,000 for utilization of the five educational channels. CPB has helped with the \$25,000 telecommunications project plus \$12,000 worth of programming. They are also providing \$5,100 worth of equipment which is helping to activate the remaining cable channels. At this point local colleges are primarily contributing hardware.

"Proposals to activate the health channel have been sent to various foundations.

"The government channel is operated by the city of Spokane. The city receives 3 percent of the gross revenue from the cable company as a franchise fee. The channel is mainly used for the cablecasting of city council meetings, public boards and commission meetings, and the creating of training materials for various city departments.

"The city has provided portable VTR equipment and a salary for a manager. All programs are developed with the assistance of local college interns.

"We are pleased to have a modern 35 channel cable system that provides for full two-way communication with approximately 45 origination points located throughout the city. We can originate a message from one particular location for distribution to a specific segment on the system, or throughout the entire cable system.

"Twenty of the channels are now being utilized. Besides the educational channels, the health channel and the city government channel, the Cox Cable System is providing cablecasts for public access, education, safety, and automated and leased services.

"As the project is finished, the system will be a dual trunk, single-feeder CATV system. 'A' cable trunk is one-way only, 35 channel capacity downstream. The 'A' cable distribution return is transferred to the 'B' cable for return to the headend.

"KSPS-TV is also cooperating with the Spokane Public Broadcasting Association to establish a centralized location to meet radio and other telecommunications needs of Spokane and its surrounding area.

"Since the goals of public television, instructional cable and public radio are interrelated, a telecommunications center would allow a delivery system capable of providing a greater variety of programming and increased quality with maximum economy."

Interaction

Live Cablecasting: Expanding the Role of Interactive Telecommunications

by Jeffrey Lukowsky, *University of Wisconsin, Madison*

The access movement, since its inception, has been closely tied to the concept of interactive television. The awareness of the contradiction of television as both a bridge and a barrier to a clear understanding of the world was felt and articulated by access advocates.

A window was in our rooms but we could not handle it. The dream of a window upon the world¹ became, instead, a movie theatre made private.² The window disappeared and a wall was erected with the *illusion* of the light of illumination.

In opposition to this condition, the access movement announced, as one of its most fundamental principles, two-way signal transmission. Both access users and viewers wanted to stand in relation to the program they were receiving, to rearrange it, to introduce themselves within it, to change its direction, and even its composition.

However, for several reasons the access movement has relied primarily on videotape rather than live cablecasting.³ Among those reasons are the scarcity of live feeds provided in franchise agreements, the desire of video workers to bring their equipment into the communities rather than requiring people to travel to a point of origination, and the lack of control a videomaker has over live transmission with its chance elements.

TV as Dialogue

Commitment to two-way signal transmission, needless to say, demanded a profound change not only in production but also in the experience of viewing television. This change had to be made in conjunction with the viewer and the implied right of manipulation of the image. Television as dialogue meant that the TV would not

merely provide an experience but be a means to criticize and intervene in the communicative process of the video message.

How was this to be accomplished, especially in light of the disparity between recorded tape and live transmission? Secondly, how was signal transmission going to become two-way? Thirdly, How were we to understand what it meant to make television dialogic, an "open circuit"?⁴

Many pop sociological writers told stories of what this meant, but most of it was utopian poetry and unreadable except by a handful of "video freaks."

To compound the problem, video artists exploring the medium in order to come to an understanding of its properties were not in communication with educators or community access users. This lack of communication did not facilitate an impressive jump on the problem. Most cable franchises, in fact, do not discuss interactive experiments, a testimony to the weakness of the access movement in this area.

Live Video Lives

Despite these difficulties, a start towards interactive video was made in the early 1970s. At first, this included call-ins from the viewer after a videotape was shown. This method is still valuable, although very limited, as it leaves the viewer in a reflective position towards a previously shown work.

This method, expanded to include call-ins while a videotape was in progress, has been adopted by live talk shows and is receiving increased popularity. This conjunction of telecommunications with video has helped the access movement towards the

dream of interactive television but still fails to shake us from the moorings of the commercial model.

In 1972, at WTOP, a CBS affiliate, Douglas Davis asked people in the Washington, D.C. area to call in to the studio to talk, make sounds, or play music over the telephone. Connecting the call via a phone patch to a video synthesizer, each caller would change the image according to the sounds made.

Davis, deeply committed to access and cable,⁵ continued this sort of work with a performance on Manhattan Public Access in 1976 using three distinct spatial locations which were mixed and generation locked⁶ to previously recorded tape. People could choose to come to either of the two performance sites—one was inside the Whitney museum, and the other was just outside the building—or one could stay home and just watch.

The images, of course, were quite different depending upon the viewers' location. For those who stayed at home, Davis exhorted them to touch the TV, to place a clock in front of it to keep a sense of time, etc.

Experiment Works

In the same year as Davis' performance, students in my Hunter College Video Workshop performed an exciting live cablecast utilizing pre-recorded tape, live action, call-ins, and call-outs.⁷ We called the performance "exercises in Cartesianism"—an exploration of the theory of what it means to be a person—by interacting with past images of oneself (pre-recorded) in relation to present images of the self (live action) which were mixed and synthesized in various ways.

All of the students in the workshop were from the most impoverished areas of New York City: Harlem and

the Southeast Bronx. None had ever made television before, or been on a television show. Only one had ever owned a still photography camera.

During the live performance on the public access channel, a character generator printed out a statement asking people to come to the studio or to call in. The results were extraordinary.

One example: a junior high school student who came to the studio called his parents, asked one of my students to replay her taped portion, and then he performed with the tape explaining to his parents how the mixed image was created. (Live studio cameras were in operation to show just this sort of interaction.)

The show was so successful that the transmission manager allowed it to continued for 45 minutes past schedule—a rare occurrence even for public access centers.

Live vs. Taped

The most important debate to emerge during the course of this event was the question of the differentiation between a live and pre-recorded image.

That evening the public concluded (correctly) that the picture and the sound never can make the distinction between live and pre-recorded transmission. Only a comment upon the picture by an announcer or a title can draw the distinction. Yet the audience and I believe strongly that most Americans cherish the live transmission. It seems to be a deep-rooted existential desire to be with the other in the same moment, not being there after someone else has been there.

Videotape, although it can provide spatial simultaneity, never can provide temporal simultaneity. To the viewer, videotape is in the past tense. This fascination with live transmission has been supported by my other live cable access experiences.

Access Responds

This view is being restated by access centers around the country. It is time, therefore, for the access movement to consciously include live cablecasting as an important tactic in an overall strategy to liberate television from its relation to interests of control and the reproduction of unreflective consumer behavior.

This does not imply a position of elitism, that is, a doing away with entertainment. Quite the opposite is



true; many of the most interesting television shows originate from access centers and demonstrate just how much more entertaining television can be.

If someone were to challenge this view, we only need to point to the illustrious example of the Reading, PA, interactive public access telecommunications system.⁸ The fact that an entire (small) city so thoroughly enjoys talking to itself, to the point that many of the senior citizens have severely curtailed their viewing of commercial television, is a testimony to the excitement of live, interactive television.

Give Live a Try

There is tremendous value in live cablecasting. Some attributes I have tried to point out are that:

1) Real time cablecasting can offer the sensation of direct contact between individuals. The viewer feels a more sensitive contact with the image, especially if the image is a person. It is foolish and arrogant to dismiss this feeling as false subjectivity which will become irrelevant before the omnipotency of videotape.

2) Live transmission can be seen on a home television as well as the place of origination. Viewers can then see the difference between the event and its representation. *This is an important and powerful educational moment given the mythological status the image has in the minds of contemporary persons.*

3) It provides for greater public participation in media events and allows the public to present themselves in the event and to alter it. This can be done through a bodily appearance, as well as acoustically, via telephone.

4) It makes video intimate. Live interactive transmission is directed toward each individual; it assists in

the destruction of the masses as consumers who only have mass as numbers and not as identity. By speaking and "touching" persons in real time video, you individuate them and do not treat them as the unknown mass—a myth that commercial television reinforces to the benefit of the corporate state.

5) Live transmission can be more economical than videotape in that most preparation can take place without vast resources of tools until rehearsal time or the moment of performance.

6) Finally, live transmission is full of chance. It takes courage to know that one might not be in full control of the next moment. Good! That is exactly the point. The public might just seize control of your piece!

Let me conclude by saying that all these comments do not just apply to local origination centers; they are problems of national and international scope. There are many organizations concerned with global hegemonic control of the new satellite systems, and political activity has begun around this issue.⁹ We have just had our first examples of public access to the satellite system.¹⁰ Let us not leave it as an idiosyncratic moment in public communications history.

Footnotes

1. An excellent analysis of this metaphor can be found in Vilem Flusser's article, "Two Approaches to the Phenomenon, Television," in Davis & Simmons (eds.), *The New Television* (Cambridge: MIT Press, 1977).
2. See the article by Hartford Gunn, Vice President of PBS, "Window on the World," *Public Telecommunications Review*, July / August, 1978.
3. See, for example, Thea Sklover's "Open Channel," *Radical Software* (New York: Gordon & Breach, Spring, 1971).
4. Term based on the conference, "Open Circuits: An International Conference on the Future of Television," Museum of Modern Art, New York City, 1974.
5. See Davis' *Newsweek* column of November 21, 1977, last page.
6. Generation locking involves the mixing of a live image with a pre-recorded image, a difficult process requiring expensive equipment.
7. I am grateful to the Office of Education, Region III, for providing the funding which made this experiment possible.
8. See *The Reading, PA, Experiment* (New York: The Alternate Media Center, 1977).
9. See R. Williams, *Television: Technology and Cultural Form* (New York: Schocken Books, 1975). One of the strongest public interest satellite groups is Public Service Satellite Consortium, Washington, D.C. They distribute information packets, free of charge.
10. Douglas Davis, Nam June Paik, Joseph Boyce, from Kassel, Germany, *Documenta*, 1977. Received live in twenty-eight countries including the USSR but not the USA. WNET, New York's PBS affiliate, transmitted on a tape-delay basis.

Cable TV For Boston?

A Lesson in Politics

by Rob McCausland

On October 17, 1979, the Boston Cable Television Review Commission (chaired by Peggy Charren of Action for Children's Television) presented its recommendations for the future of cable television in Boston to Mayor Kevin White. In his recent inaugural address, White had promised more community involvement in government and media policies.

But, at least as far as cable TV is concerned, the mayor does not seem to be living up to the full spirit of his words.

The prospect of cable for Boston, one of the country's most closely watched franchises, was first raised in 1974. At a preliminary public hearing, both the public and industry indicated a high level of interest. But the mayor, who according to state regulations has the power to grant franchising authorities, decided to postpone cable indefinitely pending further studies.

In March, 1979, the mayor received two studies. The *Resident's Attitudes Survey* indicated that about half the respondents expressed a desire to have cable TV, with an additional 5 to 15% showing some interest in public, educational, and municipal access.

The *Feasibility Study* stated that more complete street and utility maps would be needed before franchising because the age of Boston's streets and underground obstructions would complicate the construction process.

In May, Mayor White appointed the Boston Cable Television Review Commission. Chaired by Charren, the committee drew its members largely from broadcasting and education. Included were David Ives, president of WGBH Education Foundation; Joe Dimino, general manager of WSBK-TV (UHF independent); Lovell Dyatt and David Brudnoy, on-air personalities; Dr. David Knapp, president of the University of Massachusetts at Boston; and Dr. Ithiel De Sola Pool, director of MIT's Communications Policy Research Program.

In response to the formation of the Review Commission, a group of community organizers, independent producers, and media researchers formed the Cable Television Access Coalition to monitor the proceedings and to raise public interest issues. The coalition members include: the Boston Film/Video Foundation, the Committee for Community Access, Urban Planning Aid, the Massachusetts Latino Media Group, the Community Caucus of the Boston Community Media Council, and the Roxbury Action Program.

In its testimony before the CATV Review Commission, the coalition stressed community involvement in the planning stages before the actual franchising process would begin since this process is limited by state regulations to 18 months. It urged that a public education campaign and a complete needs and resources assessment of the community and its institutions be completed before starting the franchising process.

The CATV Review Commission delivered its final report to Mayor White in October, 1979. Among its recommendations were that a citizen's advisory board and a construction feasibility survey both be established before franchising begins; that a dual trunk cable system be installed, with one trunk (40 channels) being used for institutional interconnection; that leased access be available at reasonable rates; and that 30% of the system be locally owned.

Shortly after receiving the report, Mayor White announced he would begin the franchising process in early 1980. He made no announcements concerning the construction feasibility survey or the citizens' advisory board.

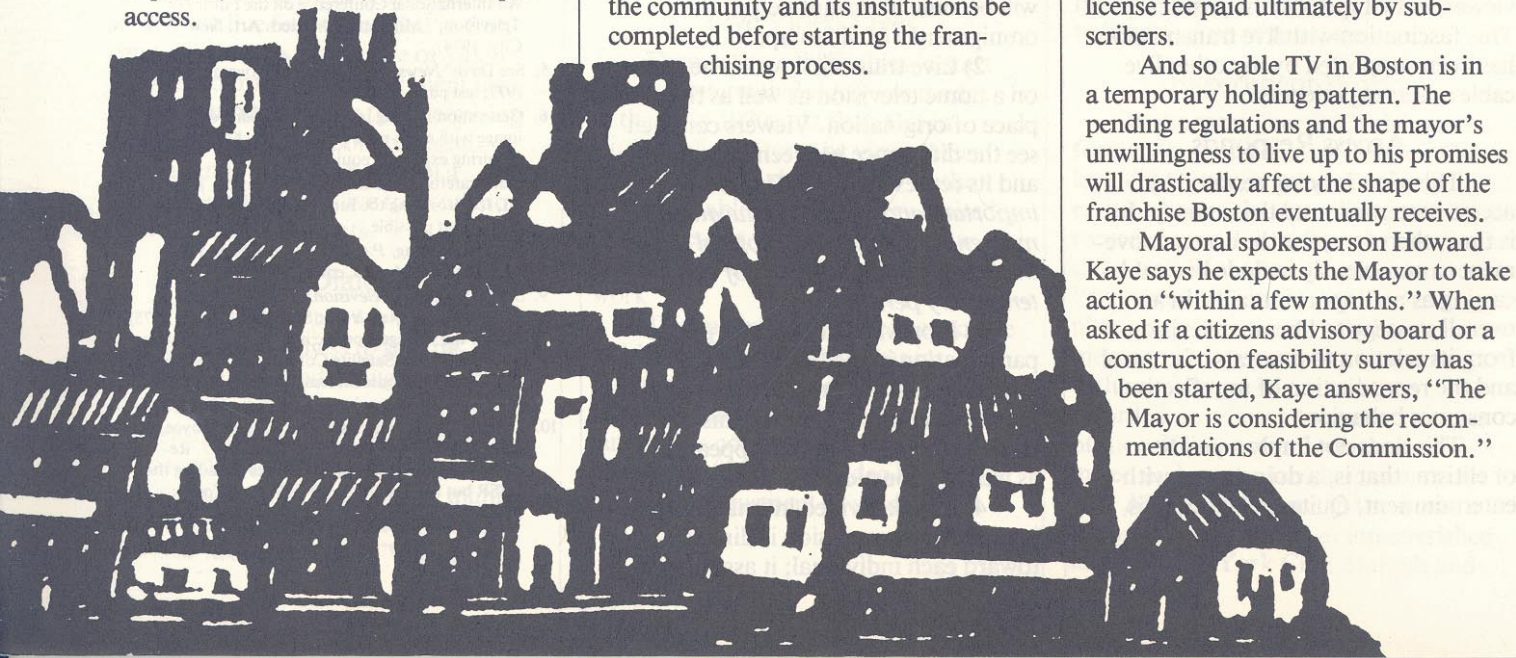
White's cable spokesperson, Howard Kaye, issued a clarifying statement saying that the mayor's intentions are to proceed with the formal, time-limited process, not necessarily with any pre-franchising planning.

As if Mayor White's reluctance to involve the community in the franchise planning process were not enough, cable TV in Boston faces other difficulties. The state is investigating whether "adequate competitive alternatives exist for those services offered consumers by cable television" and whether the state should suspend formal government price regulations of CATV service.

The city is lobbying the state legislature to raise the yearly license fee that a city may charge an operator from 50 cents per subscriber to \$10 per subscriber. This bill apparently does not require the fee to be used to support access or city cable TV regulation. All these measures combined could lead to a large increase in the license fee paid ultimately by subscribers.

And so cable TV in Boston is in a temporary holding pattern. The pending regulations and the mayor's unwillingness to live up to his promises will drastically affect the shape of the franchise Boston eventually receives.

Mayoral spokesperson Howard Kaye says he expects the Mayor to take action "within a few months." When asked if a citizens advisory board or a construction feasibility survey has been started, Kaye answers, "The Mayor is considering the recommendations of the Commission."



Public Telecommunications Entities Take Steps to Involve Women

by Helen Weiss
Marin Community Video

Women and minority groups working in access centers and other broadcast and nonbroadcast public telecommunications facilities may find themselves in a better position to make policy decisions and obtain grants as the result of a conference held in Washington, D.C. in December, 1979.

The "Women in Public Telecommunications Conference," jointly sponsored by the National Telecommunications and Information Administration (NTIA) and the Corporation for Public Broadcasting (CPB), brought public broadcasters from all over the country, including more than 30 women from access and independent video centers, together with federal officials to discuss the implementation of Public Law 95-567, Sec. 392(f).

This law mandates that minorities and women applying for planning or construction grants for public telecommunications facilities be given priority. (See CTR, Fall 1979, "NTIA Public Broadcasting Facilities Funds Now Available to Cable Groups.")

Conference participants, including representatives from the Office of Education (OE), the Department of Health and Welfare (HW), the FCC, and other agencies as well as NTIA and CPB, discussed current interpretations of the law, which essentially give women and minorities special consideration when they apply for telecommunications grants.

Among several resolutions the participants adopted concerning telecommunications in general were some which dealt with nonbroadcast concerns specifically. The resolutions cited the need for: 1) increased opportunities for women and minorities in nonbroadcast technologies; 2) funding for public use of these technologies;

3) provisions for technical assistance to local community organizations (especially groups headed by minorities and women) involved with nonbroadcast telecommunications applications to improve their ability to compete for grants, and 4) more involvement from CPB to develop funding for nonbroadcast entities.

One of the major speakers at the conference, Sue Miller Buske, presented an example of nonbroadcast telecommunications, the Miami Valley (Ohio) Cable Television Council multiple city project. (See CTR, Fall, 1979.)

NTIA and CPB plan to produce a report of the conference proceedings in Spring, 1980. The report will recommend areas that conference participants felt needed immediate attention from NTIA and CPB officials, and will also cite matters that need long term review.

The report will include the following topics:

Employment/Training: Public telecommunications entities should start and increase the internal training and employment of women in positions of responsibility and decision-making, particularly in managerial jobs such as station manager and directors of programming, operations, and engineering. Collaboration among appropriate agencies (NTIA, CPB, etc.) should occur to set up training for minorities, women, and handicapped persons in areas where few now work, such as engineering and technical services.

Funding: NTIA, CPB, and other appropriate agencies should provide adequate funding to hire a full-time women's activities coordinator and staff. The coordinator, reporting to the

administrator/director of the agency, would implement programs and work with policymakers to develop legislation to further increase women's and minority participation and control in telecommunications. An example would be a possible change in the law to limit the amount a profit-making company can earn when using NTIA-funded facilities. Excess profits would help finance existing grants and future projects eligible for special consideration under the new public law.

Clearinghouse: An inter-agency task force should be established to coordinate information about new developments in telecommunications technologies, significant issues, programs, funding, and resources. Agencies such as NTIA, HW, and OE would participate and encourage additional federal agencies to earmark funds for minorities' and women's demonstration projects.

Reporting: Each time they apply for federal funds, public telecommunications entities would have to provide statistical reports to show whether more women and minorities were hired or promoted on a permanent basis.

Public Education: Ways should be developed to inform the general public about telecommunications technologies (especially cable TV and satellite) and funding.

For further information about the conference, its report, or applications for facilities programs, contact Mary DiNota, Special Concerns, PTFP, NTIA, 1325 G Street, N.W., Washington, D.C. 20005; (202) 724-3307.



NFLCP Committee Announces Membership Service Projects



Planning a cross country trip and want to visit a few access centers? Interested in exchanging folk arts tapes?

If you are, you're in luck. The *first* national NFLCP Membership Directory will be off the presses in June. Anne Stonehocker of Rochester, New York, compiled the directory which includes members' names and addresses, descriptions of their interests, and background information. Watch the summer mails for your directory.

Also this summer you can expect a community education packet on franchising. The packet includes an analysis of access provisions in franchises from municipalities of various sizes, case studies of how the provisions did or did not work, and articles on community needs assessment and how to work with your city council.

Diana Peck, an instructor of communications at William Patterson College, is editing the handbook which has been compiled from the experiences of communities from around the country. If the requests for information the Committee has been receiving are an indication, the franchising handbook is sorely needed.

If your city is about to initiate the franchising process or if your franchise is coming up for renewal, you'll be happy to know that the NFLCP is co-sponsoring a franchising conference, "Cities and Cable", with the University of Wisconsin Extension.

Barry Orton, from UW, is co-ordinating the conference with the help of the community education committee. The conference will focus on the franchising process, community needs assessment, municipal, educational, and public access, evaluating system design, and on-going regulation.

Last September the NFLCP also co-sponsored a conference with the University of Wisconsin Extension. Carol Brown-Eilber co-ordinated the

The conference was a resounding success with glowing evaluations. Many educators attending remarked how exciting it was to meet others interested in educational access.

Twelve cities, from Baltimore to Montreal, have viewed the 1979 Hometown USA contest winners. Margie Nicholson, Program Director in Monona, Wisconsin, co-ordinated the 1979 showcase. The tapes can be rented for \$80 per week. It is an excellent way to show your community the types of community programming being produced around the country. Many places report that Hometown has catalyzed interest in producing access programming. If you would like to rent the tapes, write Margie Nicholson.

The 1980 festival is being hosted by Greg Vawter and Dave Womeldorff, access co-ordinators for six cities in Miami Valley, Ohio. Check for the announcement in this issue if you have a tape to enter.

If you need information on franchising, establishing an access center, or where to find persons involved in children's programming, write to the Community Education Committee. We have compiled information on a variety of topics pertaining to local programming and will be happy to share it with you. Compiling this information is an on-going process so we would appreciate it if you would send copies of your ordinances, by-laws, program guides, etc.

If you would like to work on any of the projects mentioned in this article, are interested in finding out about other projects, or if you have ideas for publications, please let us know. Write: Jean Rice, Community Education Committee, 114, 9th St., S.E. You are also invited to the Community Education Committee meeting at the annual convention in East Lansing, Michigan.

"Educators and Cable Conference" which focused on the educational uses of cable television.

Over 200 educators from around the country attended. Session topics included: Two-way programming, case studies, institutional loops, franchising, satellite programming, and rural cable.

Uplink/Downlink



Access' New Wave: Community TV in the 1980s

by Michael J. Wex
Cross Country Cable

The Cable TV access rules set up by the FCC were ruled beyond the jurisdiction of the Commission by the Supreme Court last year. "Midwest Video II" marked the official ending of the access experiment. Rather than analyze the successes or failures of access in the past decade, let's examine where it is and where it might go.

For all intents and purposes public access to cable television does not exist. Access for access sake was a necessary step towards quality community programming but no longer serves any useful purpose. The importance of the access movement in the 1970s was its effects on, and the way that it influenced the cable industry and local governments.

The process for receiving, granting, and maintaining franchises has substantially changed because of the access experience. The result is a more educated and better informed citizenry regarding cable television, the realities and myths.

Because of the access movement, cable operators nationwide have realized the critical role that locally originated television plays in acquiring and maintaining franchises. Cable operators, providing full color studios and mobile vans with a minimum of four channels dedicated to locally produced programming, are commonplace.

Municipalities are requiring local community channels and operators make the promises, but in more cases than not, there is nobody to carry through the task of actually making community television. The hard line access people continue to fight a battle that's over. The need now is for experienced access facilitators to move into the roles of community television producers and managers.

The equipment and facilities are there, but there needs to be experienced people to put to work. The experts of community television are those who did something when there was nothing. Now that the tools are here, it's time to get down to producing responsible alternative programming.

"Access for access' sake no longer serves any useful purpose."

"Operators will promise anything, but if nobody takes them to the bank, there's no return."

"The need is for experienced access facilitators to move into the role of community television producers."

Operators will promise anything, but if nobody uses or takes them to the bank (in corporate terms), then there's no return on the (access) investment.

My first months as Program Director for Cross Country Cable in Bound Brook, N.J. were consumed with letting all the institutions in the area—libraries, schools, municipalities—know we were here and finding out what they needed/wanted from their cable system. Since August we've been cablecasting everything from local high school football games, original children's puppet shows, to live coverage of elections.

One of the programming concepts at Cross Country is that of going into the community. We use the studio when it's appropriate, but all our equipment was designed to be moved around.

Access children know the importance of being an integral part of the community as opposed to the traditional media concept of omnipresent observer. The key difference is one of caring. Community television on cable can serve an incredibly important service in informing and facilitating communication in ways no other media can match or even attempt.

Access has served its purpose. All the dedicated, relentless work has paid off in providing a stepping stone to getting through the door of the great media maze.

While struggle is far from being over, opportunities for providing a new prototype for television programming are now available. It is essential that access freaks take advantage of the current popularity of blue-sky promises about local origination and turn them into something real.

Once communities get a taste of what's possible from cable other than sports and uncut movies, it shall be a substantial force.

New wave access is here.

Regional Reports

CTR

Southeast

Access Atlanta Readies for Cable; Surrounding Counties Franchise

Contract negotiations between the City of Atlanta and Cable Atlanta, Inc. (a subsidiary of Cablecasting, LTD. of Toronto) have ended. The contract was reviewed by Access Atlanta, Inc., a non-profit public access group, the ACLU, the NAACP, and the City of Atlanta Cable Advisory Board.

Access structures and procedures will be arranged over a ninety day period following the signing of the contract by the Mayor of Atlanta, Maynard Jackson. The City Advisory Board and Access Atlanta will work with the cable operator to insure comprehensive public access to the system.

Presently Access Atlanta is producing a one hour program in cooperation with Atlanta Interfaith Broadcasters concerning possibilities of public access in the Southeast. "Encounters" is an interview format using tapes and film by regional producers and is cablecast on the existing system from 5 to 6 p.m. Tuesdays on cable channel 4. It is the only public access programming currently on cable in Atlanta.

Access Atlanta has changed the March date for the Southeastern regional meeting of the NFLCP to August 15, 1980 with a Cable and the Arts Conference to follow on the 16th and 17th of August. Interested members should contact Darryl Vance, c/o Access Atlanta, Inc.

The National League of Cities will have its annual meeting in Atlanta November 30-December 4 and Access Atlanta, regional NFLCP members, and Cable Atlanta are working on plans to carry live transmission of meetings and events during the conference. Cable franchising and municipal channels are prime topics for the conference.

Counties surrounding Atlanta have undergone recent franchising. Fulton County has awarded a franchise to Cable Atlanta for the northern part of the county while awarding South Fulton Cable part of the southern county. Warner Amex has purchased a franchise in Dekalb County.

Regional members should send newsletters, press releases, or local reports to Access Atlanta, Inc., Box 5289, Atlanta, GA 30307 or call (404) 874-7235 for future CTR columns.

—Ben Davis

Central States

Convention Hosts Ready; Miami Valley Expands Base

The report on the 1979 audience survey of the East Lansing access channels is now available to anyone interested. Send a stamped (1.19), self-addressed 9x12 envelope to Randy VanDalsen at 635 Abbott Rd. #116, East Lansing, MI 48823 to get a copy.

WELM-TV, the East Lansing public access channel, saw volunteers produce over 1,200 original programs in 1979, a new record for the center. Activity might be even higher this year since United Cable Television Corporation, the franchise holder here, is in the process of expanding the access facility into a building of its own with two studios, a remote van, and some much-needed breathing space.

From Shiawassee County, Michigan comes a report from Mary Temple that the Development Center for the Arts, a newly formed non-profit arts corporation, is hot on the trail of generating community awareness of public access to cable TV. Their goal was to begin regular cablecasting at the Owosso Cable Company on February 1, with programs featuring area musicians, poets, etc.

Sue Miller Buske says the Miami Valley Cable TV Council Central Access Facility has moved into a new building. This Dayton, Ohio area group now has about 3,000 square feet of space to work in. They will also soon be activating two more access channels.

—Randy VanDalsen

Mid-Atlantic

Washington Group Shares Ideas, Forms NFLCP Core

The Mid-Atlantic Regional Conference of the NFLCP took place on Saturday, November 17, 1979, at the West End Public Library in Washington, D.C.

One of the highlights was a lively give and take discussion in the "Regulatory Workshop" with David Korte of CTIC, Merry Sue Smoller of Alexandria, Virginia, Michael Isaacs of NCTA, Sharon Briley of FCC, and attendees. Rights of programmers and responsibilities of cable companies, details of franchise provisions, the impact of satellite uplinks, use of franchise fees, guaranteed time, channel capacity were some key issues debated.

The afternoon "Funding Workshop" informed the groups about two important resources of funds for local non-profit programmers. Jean Rice of NTIA, Department of Commerce, shared some basics to non-profit groups stating that "diverse" sources should be used in combination to create a funding base. Some examples given were user funding, local government and businesses, organizational support, state government, auctions, TV bingo.

Another major source of funding was discussed by Perrin Ireland, a representative from the National Endowment for the Arts. She defined the term "quality" as "something beyond technical competence" or "creativity seen through technical problems."

Later in the afternoon Michael Wex of Cross Country Cable, Jerry Richter and Ann Sheehan of Berks Community Television discussed various methods of involving community organizations and people in programming.

During the NFLCP business meeting Harriet Moss and Jerry Richter were elected Regional Coordinators of the Mid-Atlantic Chapter. Diana Peck was designated the regional representative to the NFLCP National Board.

—Jerry Richter

Midwest

Iowa, Minnesota and Wisconsin Groups Keep Busy

Drew Shaffer is hard at work organizing community access in Iowa City. He's currently working with rented equipment out of the cable company's office but will eventually move to the library with a hub site on the University of Iowa campus. Bill Newburn is working to produce a series of kids programs and Drew recently made a presentation to all Iowa City department heads, educators, school administrators, and community groups about cable tv.

The plot thickens in Minneapolis with a court battle between contenders for the city's cable television franchise. According to Sallie Fischer at University Community Video, "no matter what happens, things look good for access." Anne Davis of the Minnesota Cable Board reports that they've been contacted by 110 Minnesota communities for help with franchising or re-franchising and the Cable Board is planning a May workshop on community programming.

Bill DeFotis says that the Champaign-Urbana Community Access Center now has two CETA positions, no budget, but friendly relations with their local cable company. They're programming two evenings a week with one regular series, "Video Soapbox."

Our regional meeting in November was held at the Chicago Editing Center and drew participants from Iowa, Minnesota, Illinois, Wisconsin, and Kalamazoo, Michigan??? Kalamazoo is NOT in the Midwest Region but we liked Jamison and Betts so we granted them special dispensation! Our next regional meeting will be held this spring in Iowa City. For more information contact Drew Shaffer at (319) 354-1800.

—Margie Nicholson

West Coast

Foundation for Community Service TV Sets Goals; San Diego Site of Spring Meeting

Ninety people attended the Fall 1979 conference of the NFLCP Far West Region. Eighteen people plus one organization became new members!

The Conference focused on community programming after AB 699. Charles Firestone, Director of the Communication Law Program, UCLA, moderated the Saturday morning discussion. Panelists included: Paul Denn, Administrator of the Community Video Center, San Diego and the Region's Advocacy Coordinator; Howard Gan, Regional Director of the Cable Television Information Center, Washington, D.C.; Monroe Price, Attorney and Professor who drafted AB 699, Los Angeles, and Anna Marie Hutchison, President, North Eagle Communications, Oakhurst.

The California Public Broadcasting Commission was represented by Carolyn Perkins, Assistant for Research and Policy. J. Anthony (Tony) Kline, Legal Affairs Secretary to Governor Brown, was a surprise guest.

The day before the Fall Conference, November 9, was the first meeting of the Foundation for Community Service Television (FCST) the private, independent foundation mandated under AB 699. It was a get-acquainted, organizational meeting.

Its primary role has been defined to distribute monies, i.e., grants, from dollars taken in from cable companies who deregulate rates under AB 699. If cable companies do indeed opt to deregulate under this bill it will be awhile, however, before the Foundation will see the 50¢ per subscriber monies.

Two new positions were added to the NFLCP Executive Committee; Membership Development, Alvin Simpson, Media Director, Operation Second Chance, San Bernardino and Sharon August Jones, Irvine.

Several members were able to attend the Western Cable Show in Anaheim, December 12-14, at the invitation of the industry.

—Constance Carlson

InfoMatchup

Bulletin

WXXI-TV is looking for Independents' Films/Tapes for their Second Sight series. All types and styles wanted; no theme or time constraints (2 to 60 minutes). \$30.00 per /minute paid for materials acquired. Contact: Pat Faust, Director of Programming, WXXI-TV, PO Box 21, Rochester, NY 14601. (716) 325-7500.

The Second Annual Daniel Wadsworth Memorial Video Festival, sponsored by MonteVideo, is seeking tapes. Festival will highlight documentary, art, educational, community access tapes and installations. Cash awards plus access package to MonteVideo 3/4-inch or half-inch equipment and studio. Contact: MonteVideo, P.O. Box 3537, Hartford, CT 06103. (203) 525-0865. Deadline: May 30.

Center Screen Inc., together with the WGBH Educational Foundation (Boston) has started a project designed to make available for broadcast short, independently-made films and videotapes as intermission spots on public television. The project, "Brief Encounters," will air works ranging from 30 seconds to 7 minutes (in 16mm, 3/4", 1 or 2 inch format with sound-track). The works will be distributed in a 90-120 minute package, for airing over a one-year period. For Info: Barry Levine, Center Screen, Inc., 18 Vassar Street, 20B-126, Cambridge, MA 02319, (617) 494-0201.

Publications

CITIZEN PARTICIPATION is a Bi-Monthly news magazine, published by the Lincoln Filene Center of Citizenship and Public Affairs at Tufts University. This new magazine covers such events as grant opportunities, conferences, legislation and offers advice on citizen participation practices such as public hearings, advisory committees, Cable TV, community organizing, development of coalitions and citizen surveys. For Info: Lincoln Filene Center for Citizenship and Public Affairs, Tufts University, Medford, Mass. 02155.

AMERICAN LABOR FILMS, published by the Film Library Information Council, is a directory and guide covering 250 films in English and Spanish dealing with labor issues. It features a proposal by the AFL-CIO and UAW to form a consortium to support production of new films, and articles on the use of film in labor education and as an organizing tool. It can be ordered for \$7.00 from American Labor Films, PO Box 348, Radio City Station, New York, NY 10019.

The National Association of Educational Broadcasters (NAEB) provides a job referral service for persons looking for work in Public Telecommunications. NAEB publishes a bi-monthly PACT SHEET (People and Careers in Telecommunications) which lists job openings nation-wide. The PACT

services also include resume referrals, and group and individual career counseling. For Info: Joe Schubert or Lelani Turretine, NAEB/PACT, 1346 Connecticut Ave. NW, Washington, DC 20036, (202) 785-1100.

Television for All Children (TVAC) is a program of the Emergency School Aid Act and is designed to foster positive attitudes toward desegregation through mass marketing government-funded, independently produced, children-oriented entertainment to commercial TV stations throughout the U.S. The programs are multi-lingual, multi-cultural, multi-ethnic, integrated and minority produced and are available at low cost. For info, write ESAA, 3116 Regional Office Building 3, 7th and D Street, S.W., Washington, DC, or TVAC, 6464 Sunset Blvd., Suite 930, Los Angeles, CA 90028.

The Library and Information Technology Association / Video and Cable Communications Section of the American Library Association has released a new Video/Cable Information Packet that includes six items of information for use by librarians and others interested in or concerned with video in libraries. The kit is free to LITA members and \$1.00 prepaid for postage and handling to non-members. Write LITA/VCCS, American Library Association, 50 East Huron St., Chicago, IL 60611.



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